**Call for case studies for a publication on**

**Sustainable Tourism in Mountains**

Dear Mountain Partnership members and friends,

The theme for International Mountain Day 2021 will be “Sustainable Mountain Tourism”.

As a contribution to this, the Mountain Partnership Secretariat (MPS) and the UN World Tourism Organization (UNWTO) are joining forces to produce a publication on mountain tourism as a driver of sustainable development, especially after the COVID-19 pandemic. The publication is based on an integrated approach to tourism development in mountain destinations[[1]](#footnote-1).

We are now collecting proposals of case studies on the following broad themes:

* Policies for sustainable mountain tourism:
  + Planning;
  + Development of pristine destination;
  + Rejuvenation of mature destinations;
  + Marketing strategies and branding;
  + Investments;
  + Partnership between public authorities (e.g. Forestry department with Tourism authorities);
  + Public-private partnerships;
  + Destination management;
  + Monitoring and adaptation;
  + Any other relevant topic.
* Digitalization and innovation:
  + Managing natural and cultural resources and limiting impacts of tourism activities (such as Clean energy; Zero garbage (plastic-free); Smart mountain villages; Carbon offsetting; etc.);
  + Destination planning and control (such as transport; infrastructure and tourism facilities; etc.);
  + Controlling tourism activities and levels (such as system of impact indicators/tourism observatories; sustainable tourism models and monitoring; etc.);
  + Wellbeing and involvement of local communities into tourism (eg. community engagement; community awareness and empowerment; co-management of protected areas in mountain destination; community-based business models; etc.);
  + Capturing economic benefits from tourism (eg. considering tourism seasonality; design sustainable tourism products and services; etc.);
  + Health and safety (coping with pandemic; safety and natural disasters; etc.).
* Promoting Sustainable mountain tourism in traditional and emerging segments:
  + Snow and winter sport tourism;
  + Nature based tourism (Eco- tourism; rural tourism; Adventure and sports; etc.);
  + Cultural heritage tourism (Tangible and intangible; spiritual tourism; etc.);
  + Wellness tourism and other forms (mindful tourism; inspirational; regenerative; etc.);
  + Food tourism;
  + Other forms of tourism suitable to mountain contexts.

The case studies should detail concrete results and impacts.

If you would like to propose one or more case studies, please send them to [Fabio.Parisi@fao.org](mailto:Fabio.Parisi@fao.org) **by 13 May** providing the following information:

* A brief intro summarizing the contents of the case study (max 1 page);
* The country (or countries) to which the case study refers; and
* With reference to the list above, the topic(s) to which the case study refers.

Once we have received all offers of case studies, we will review them and select a representative number, taking into account their geographical distribution, themes, implementing and funding organizations and relevance to the scope of the publication.

If your case study is chosen, we will contact you in the second half of May with further details. At that time, and only if your proposal is selected, a full case study will need to be provided by **15 June.** Its total length should be up to 1,000 words (which will be possibly edited) and submitted with up to 5 high-quality images (of which some will be used). Everyone who contributes a case study will be acknowledged in the publication.

We hope that you will find this request of interest and look forward to hearing from you.

We would also be grateful if you could forward this email and its attachment to others who may be interested in submitting a case study.

Many thanks and kind regards,

The Mountain Partnership Secretariat

1. According to the UNWTO a tourism destination is a physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness. World Tourism Organization (2019 ), UNWTO , Tourism Definitions, UNWTO, Madrid. [↑](#footnote-ref-1)